










5.00 credits

30.0 h

Q2

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| Teacher(s) | Bernard Claude ; |
| Language : | English |
| Place of the course | Bruxelles Saint-Louis |
| Prerequisites | <i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i> |
| Learning outcomes | <p>At the end of this learning unit, the student is able to :</p> <ol style="list-style-type: none"> 1) To become familiar with the various constitutive elements that underpin a nation-specific culture 2) To reflect critically on the role that culture plays in shaping behaviors, norms and values 3) To understand the implications of cultural relativism and multiculturalism in a given society 4) To appreciate how cultural dimensions impact on the prevailing communication style |
| Evaluation methods | Two major assignments will determine the final grade: a 10 to 12 page (3000 words minimum) report and a final exam which will cover the material studied throughout the semester. |
| Teaching methods | <p>Ex-cathedra presentations and lectures followed by in-class exercises and discussions that are specifically geared to enhance interactivity.</p> <p>Attendance and active participation is highly recommended on account of the linear, step by step approach that the course relies upon and which is meant to help students complete their major assignment.</p> <p>Students who are unable to attend should find out what has been covered in class, need to refer to the textbook which serves as an unofficial plank for the entire course. Students are expected to read a chapter a week.</p> |
| Content | <p>The course allows students to become familiar with the notion of cultural dimensions and factors as conceptualized by major figures in the intercultural field such as Geert Hofstede, Edward T. Hall, Fons Trompenaars and Richard Lewis and how these in turn powerfully affect norms and values.</p> <p>This will help participants more fully appreciate how challenging it can be to deal with sensitive issues such as identity, stereotyping or assimilation vs. integration.</p> |
| Bibliography | <p>Cultures and Organizations : Software of the Mind de Geert Hofstede (McGraw Hill, troisième édition, 2010)</p> <p>Livre recommandé: Riding the Waves of Culture de Frans Trompenaars</p> |
| Other infos | Students are expected to take copious notes during the lectures. |
| Faculty or entity in charge | ESPB |

| Programmes containing this learning unit (UE) | | | | |
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| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Bachelor in Information and Communication (French-English) | COAB1BA | 5 | BPOLS1114 |  |
| Bachelor in Information and Communication (French-Dutch-English) | COTB1BA | 5 | BPOLS1110 |  |
| Bachelor of Science in Business Engineering | BBEB1BA | 5 | |  |
| Bachelor in Sociology and Anthropology | SOCB1BA | 5 | BPOLS1110 |  |
| Bachelor in Sociology and Anthropology (French-English) | SOAB1BA | 5 | BPOLS1114 |  |
| Bachelor in Sociology and Anthropology (French-Dutch-English) | SOTB1BA | 5 | BPOLS1110 |  |
| Bachelor in Political Sciences | SPOB1BA | 5 | BPOLS1110 |  |
| Bachelor in Political Sciences (French-English) | SPAB1BA | 5 | BPOLS1114 |  |
| Bachelor in Information and Communication [Dual Bachelor's degree for the holder of a Bachelor in Political Sciences] | COMB1BA | 5 | |  |